What is claimed is:

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1. A method of billing, by a third party, for access by a consumer to information made available by a vendor over a computer network, with the billing based on how long the consumer elects to access the information, the method comprising the steps of:

    a) when a consumer visits a vendor network address and decides to purchase access to information from the vendor, having the consumer exercise a link that will connect the consumer to the third party;

    b) having the third party initiate billing and connect the consumer to a location of the vendor where the information resides;

    c) making available a means by which the third party is made aware of when the consumer finishes accessing the information.

2. A method of billing a consumer for access for a limited time to information made available by a vendor, the access provided over a computer network, the method requiring participation by a third party to mediate between the consumer and the vendor, the method comprising the steps of:

    a) having the vendor establish an account with the third party and provide to the third party a session connect address that is an address on the computer network of the information made available by the vendor;

    b) having the third party provide the vendor with a start session address that is an address on the computer network of the

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third party to which the vendor is to direct a consumer to start timing access by the consumer to the information made available by the vendor;

c) having the vendor make available over the computer network a pricetag link that will connect a prospective consumer with the third party;

d) if the consumer exercises the pricetag link, having the third party return to the consumer a pricetag page that includes a price-per-unit time for access to the information made available for access by the vendor, a maximum duration of access for which the consumer is authorized, and a link to a start session address, which is an address of the third party;

e) if the consumer exercises the link to the start session address, having the third party return to the consumer an end session link, which the consumer can use to terminate the purchase of access to information from the vendor earlier than waiting for the maximum duration of access to expire, and an authentication code;

f) also if the consumer exercises the link to the start session address, having the third party provide to the vendor the consumer authentication code and the consumer address, and begin billing the consumer beginning when the consumer exercised the start session link;

g) having the vendor provide to the consumer a page, located at the connect address of the vendor, that provides an access link to the information made available by the vendor;

h) if the consumer exercises the access link, having the vendor provide access to the information until either the maximum

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duration expires, or the consumer exercises the end session link;

i) if the consumer exercises the end session link, which redirects the consumer to the third party, having the third

5   party notify the vendor that the consumer access is terminated, and having the third party stop billing the consumer;

3.   The method of claim 2, wherein when the consumer accesses the network address of the vendor, the vendor transmits to the

10   consumer a page with the pricetag link that provides enough information to the consumer for the consumer to decide whether to look further into purchasing information from the vendor.

4.   The method of claim 2, wherein the third party redirects the consumer to link to the vendor and in so linking passes to the

15   vendor the consumer authorization code and consumer address as parameters of the link.

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